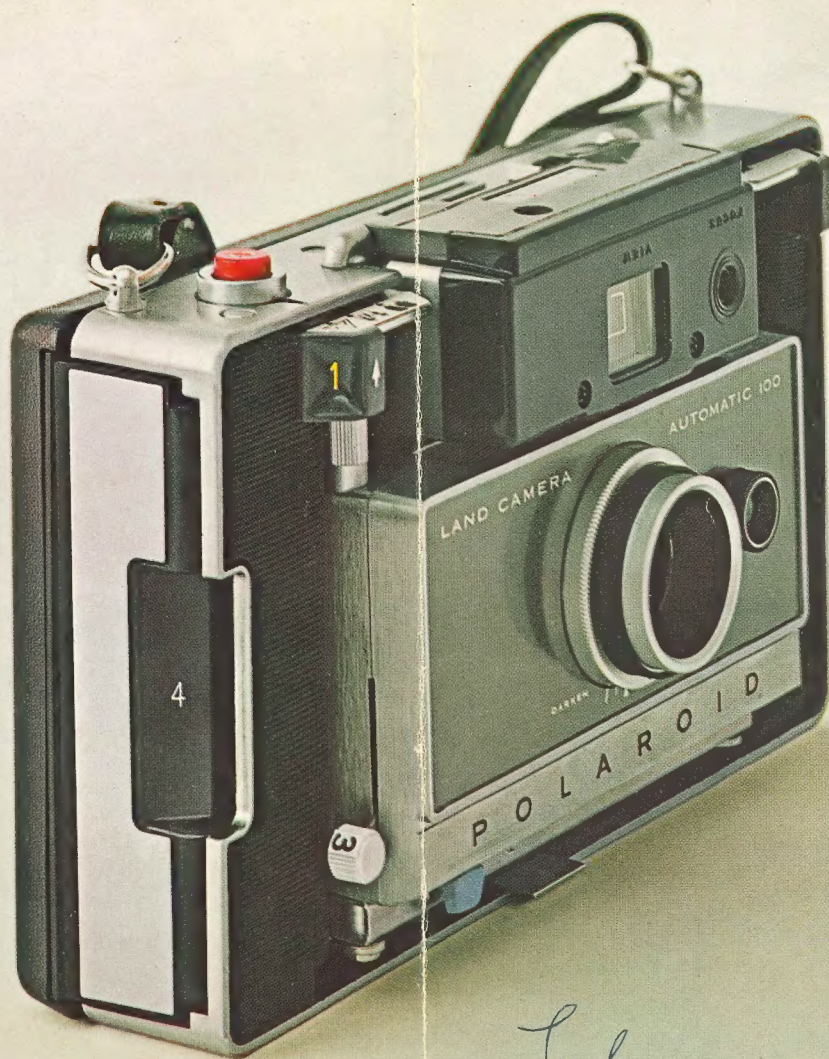


# The New Polaroid Color Pack Camera



**is the most advanced camera in the world.**





## TWO PHOTOGRAPHIC MILESTONES

In 1963 the 141-year-old science of photography passed two major milestones. Two products were introduced that would have been considered not just revolutionary, but impossible short years before. Both came from Polaroid Corporation. Both were designed for use by amateur photographers. Both combined extreme simplicity of operation with the kind of results that could be previously achieved with only the most expensive and complicated photographic equipment. Both were priced for the family snapshot-taker. Both involved technology that was unique in the field.

This booklet will give you a brief introduction to a new kind of photography. It offers you the superb results that professionals expect from their equipment plus the unique excitement of seeing those results just moments after the shutter has been snapped. Photography will never be the same after 1963. Your camera dealer will be glad to show you why.

## COLOR PICTURES IN 50 SECONDS

There is nothing in photography to compare with the thrill of seeing your first Polacolor picture just 50 seconds after it was taken. Polacolor film is easy to use. It works just like black-and-white. It is available in two forms, the familiar roll film that fits existing models of the Polaroid Land Camera,\* and the new pack film that fits the Color Pack Camera described on the following pages. It loads like black-and-white.

\*Except the Models 80, 80A, and 80B which need factory conversion.

You aim, shoot, pull a tab. In 50 seconds (instead of 10 with the black-and-white film) the picture is ready. Peel it off. The colors are bright, luminous, true to life. In a moment the surface of the print is dry. It does not even have to be coated (as does black-and-white). It hardens to a tough, lasting finish that protects the image against damage and fingerprints.

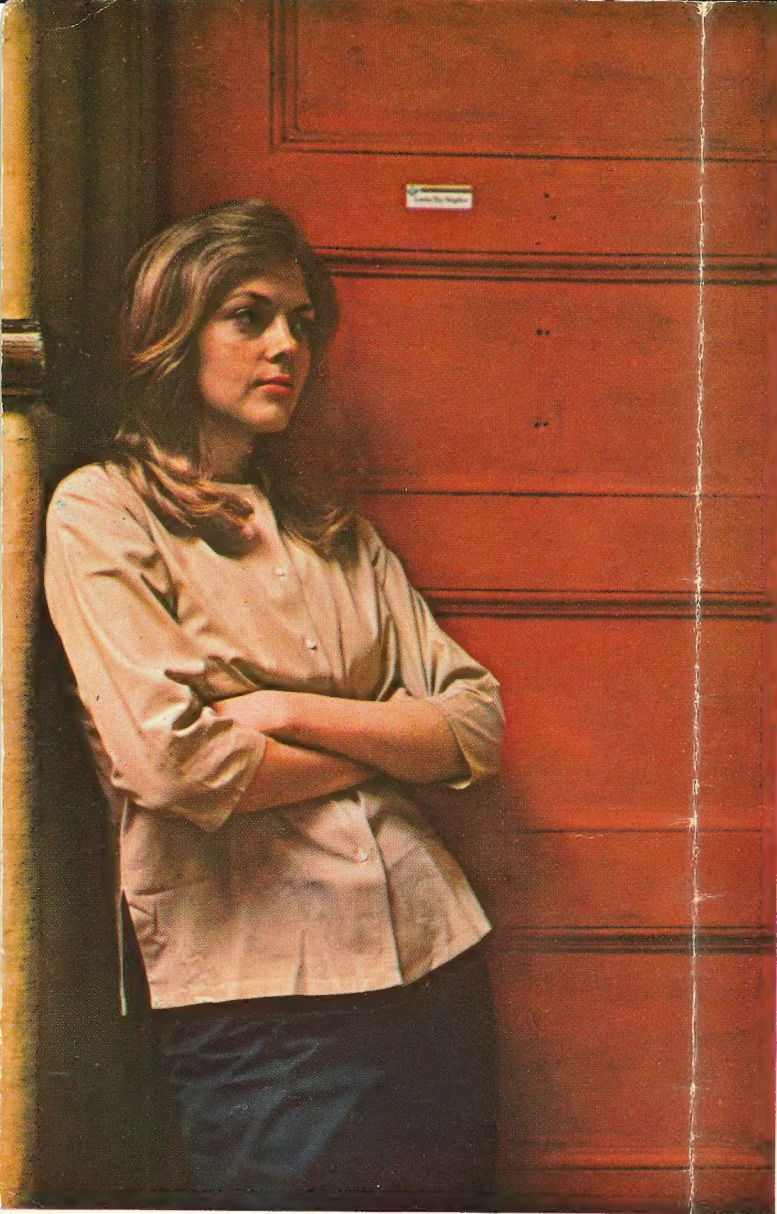
## The one-step process

Polacolor film is completely unlike any other color film. Conventional color pictures require 22 separate and precisely controlled steps for development and printing that take 93 minutes. Time and temperature must be watched carefully because the dyes are actually manufactured in the processing of the film. In Polacolor film the dyes are built right into the negative. A unique developer-linked-to-dye molecule transfers the dyes from negative to positive in exactly the right amounts in exactly the right places. All of this incredibly precise movement takes place in a single step in just 50 seconds. If you can pull a tab you can create a color print that will match the best efforts of a technician in a darkroom working for an hour and a half.

Polacolor film has been called "probably the most outstanding single advance in photographic science made during this century,"† but of most interest to the layman is that it makes color photography in an instant as easy as black-and-white. You will have to try it to believe it. And the colors themselves have to be seen to be appreciated.

†The British Journal of Photography





**Polacolor pictures** Photography was never this much fun! Each of the pictures on these pages was ready just 50 seconds after the shutter was snapped. If the photographer didn't get exactly the right smile on the little girl (above right) he could take it again on the spot.

**Delicate skin tones** Polacolor film is especially faithful in its reproduction of the subtle shades of the skin, hardest of all to capture in color. Pictures like this one demonstrate the film's ability to recreate the soft, delicate colors of nature.





## THE WORLD'S MOST ADVANCED CAMERA

This is Polaroid's second major photographic innovation, the Polaroid Color Pack Camera. Even if it didn't give you a color print in 50 seconds, it would still be a camera to marvel at. It is amazingly easy to use. Yet it embodies some of the most remarkable technological features ever put into a camera.

Its sensitive electric eye is teamed with a transistorized electronic shutter. Because of its revolutionary new shutter, this Polaroid Land Camera can do things cameras could never do before.

It can measure the short, brilliant burst of a flashbulb and make a perfect exposure setting. (Even the

most expensive electric eye cameras respond too slowly to do this; they must be set mechanically.)

At the other extreme, it can measure very low light levels (a candlelit dinner table) and automatically make the correct setting for a time exposure.

### Why is this camera unique?

Other electric eye cameras register their light readings on a galvanometer, a delicate instrument with a jeweled movement governed by a hairspring. In many cameras, this reading is fed into a second stage, usually a precise clockwork timing mechanism. Dozens of moving parts are involved. Friction takes its toll. Temperatures can affect accuracy drastically.

The Polaroid Color Pack Camera is entirely new. It has no delicate galvanometer; tiny electronic components register the light. There is no mechanical timing mechanism; it is all electronic. The shutter itself has only five principal moving parts. And the circuit of transistors, capacitors and resistors can react instantaneously.

### Here's how it works

When you press the button to take a picture, the circuit is activated and one shutter blade is moved from behind the lens quickly (at 200 times the acceleration of gravity). A second blade is held back by an electromagnet. The transistorized system begins to measure the light only at the instant the first blade is

released. There is no chance that the camera can be fooled by a passing cloud. When enough light has reached the film, the system cuts the current to the magnet, and the second blade closes behind the lens.

This second blade can be closed so quickly that it produces a shutter speed faster than 1/1000th of a second (in bright sunlight with 3000-speed film). Or the circuit can hold the shutter open for several seconds to shoot an automatic time exposure.

This shutter has been built into an entirely new Polaroid Land Camera that takes maximum advantage of Polacolor film for color pictures and of the famous 3000-speed film for black-and-white.





### Color flash pictures automatically

There's no more measuring or setting for indoor color pictures. You just focus and shoot with direct flash. Other cameras require manual settings for color flash pictures or limit you to a short, specific range. These guides are rough approximations at best, even with the finest cameras, and cannot take into account differences in the lightness of walls or heights of ceilings.

The electronic circuit of this new camera makes a precise calculation for every shot — automatically. You can move quickly from a closeup flash picture to a 10-foot flash shot.

When you press the shutter the electric eye measures just the amount of light it needs for a perfect picture — then closes the shutter. All of this takes place *during* the instant the flashbulb goes off!



### Shoot black-and-white pictures anywhere in the house without flash or wink-light.

If there's enough light to read a newspaper comfortably, you can easily shoot black-and-white pictures without a flashbulb or wink-light. Such pictures, made in your living room by lamplight, for instance, or in the playroom by daylight from the window, have a beautiful natural look. When you see a picture you want, just reach for the camera. The electric eye will handle the exposure problems.

You can even shoot in a darkened room and get a perfect exposure. With the camera on a tripod, you just press the button to take the picture. The shutter will stay open to give you a correct time exposure, *then shut itself off automatically*. The electronic shutter can make automatic time exposures up to several seconds in duration.



### New film pack loads in 7 seconds

A revolutionary new design in camera and film makes loading easier. Both black-and-white and color film come in plastic packs (8 shots to a pack). Slide the plastic pack in place, pull a tab and you're ready to shoot your first picture. The entire operation takes only seconds.

The quality of the film is superb. Black-and-white pictures are crisp, sharp in detail. Color prints are rich and clear, especially accurate for delicate skin tones — and they don't even need coating.

Copies and enlargements are easy to get — in both black-and-white and color — from Polaroid Copy Service.



### Weighs less than many 35mm cameras

This is the smallest, lightest camera Polaroid has ever made, even though it gives the large sized (3¼" x 4¼") pictures made with earlier models. It is actually 1½ pounds lighter than our most popular previous camera. And it is lighter than many well known 35mm cameras.

The case is part of the camera and latches with a small but powerful magnet. It can be removed easily to make the camera even lighter if you wish. The instruction book can be carried under a clip in the case for easy reference.





### Push, push and you're in focus

Focusing is quick and easy with the new Polaroid Color Pack Camera. The image in the precision coupled rangefinder moves in the same direction as your fingers. Push left, push right, until one image covers the other and you're in focus.

The large viewfinder surrounds the scene with a frame of light. You get exactly what you see.

The whole camera has been designed to be as simple as possible to use. All you have to do to take a picture is to follow the numbers: 1, 2, 3, 4. Even a child can make a picture—but the results are professional.



### Everything is different but the fun

There are lots of new features incorporated in the new Polaroid Color Pack Camera. For instance, the picture develops outside the camera. You're free to keep shooting—a big help at sports events, or when you're taking sequence shots, such as baby's first steps. If you're taking color pictures you can hand them to someone else to peel apart after 50 seconds while you go on snapping more.

Everything about this new Polaroid Land Camera is different except the fun of seeing your pictures on the spot—black-and-white in 10 seconds, color in 50 seconds.

A final word. Don't be put off by the remarkable technical innovations. Startling as some of them are, every one was designed to make picture-taking easier and more rewarding for you. Ask for a demonstration. Your camera dealer will be glad to show you why this is the most advanced camera in the world.

### Exciting accessories for the Polaroid Color Pack Camera

These accessories open up exciting picture possibilities for you. They make an already versatile camera more adaptable, even put *you* in your own pictures!

**#322 Case.** The Polaroid Fitted Carryall Case contains everything needed for a picture-taking trip. Its three compartments hold the camera, the flash-gun, three packs of film, a packet of M-3 bulbs and still have room for most of the other accessories listed below. Your pictures go in a special pocket. Smartly designed in tough, scuff-proof black vinyl, the case has an adjustable strap for carrying by hand or over your shoulder.

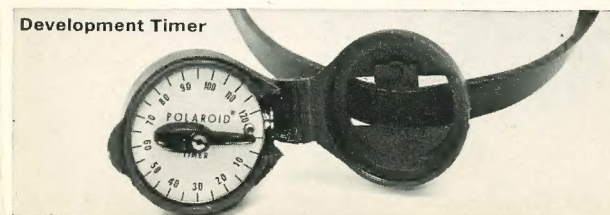
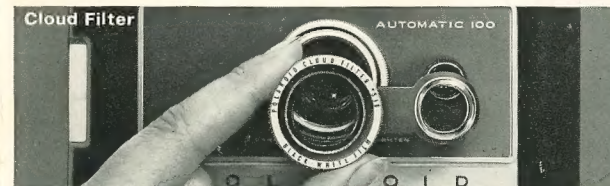
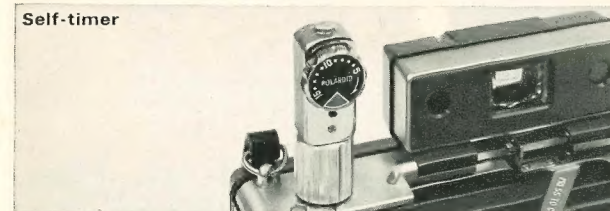
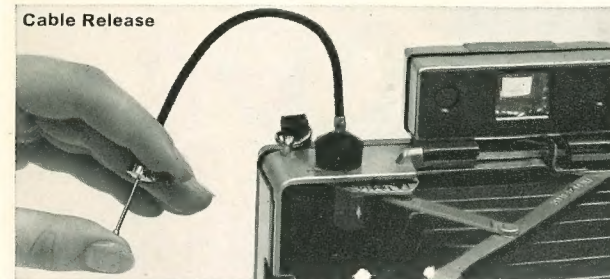
**#191 Cable Release.** This cable release fits over the shutter button and allows you to trip the shutter without danger of moving the camera. It is useful for making automatic time exposures when the camera is on a tripod or some other stable surface.

**#192 Self-timer.** You can put yourself in the picture with this self-timer. It can be preset to any time from 5 to 15 seconds. You mount the camera on a tripod or a table, focus and frame the picture, press the timer button, and move into the picture yourself. At the chosen time the shutter snaps and your picture is taken.

**#516 Cloud Filter.** This is an orange filter for use with black-and-white film only. It improves contrast in sky shots and produces beautiful cloud pictures.

**#128 Development Timer.** Attach this handy timer to the strap of the camera and it will time the development of your pictures. It is, of course, especially helpful for color pictures. It will time up to two minutes.

Be sure to specify that the accessories you buy for your camera are made by Polaroid Corporation.







**Color pictures in 50 seconds, black-and-white in 10 seconds.**